



APPLIES TO ACADEMIC YEAR 2011/2012

KLS 2500 Cultural Industry Studies I - The book Industry - RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

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Department

Department of Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

The book industry is one of the largest cultural industries in Norway and has long traditions. The book industry has enjoyed extensive public support for over 40 years. This industry is producing textbooks, university literature and fiction. The book industry in Norway is dominated by the three big publishing houses Gyldendal, Aschehoug and CappelenDamm, the latter being the only Nordic publishing house as opposed to the others which are Norwegian. The industry is thus characterized by a Norwegian focus. There exist a great number of small publishing houses as well. The book industry in Norway has generous cultural policy conditions, mainly constituted by the purchasing arrangements and exempt from VAT. The book agreement, which has its historical background in commission trade and which regulates trade between most publishers and bookstores, is exempt from competition legislation. The agreement is renegotiated regularly and has in recent times become less extensive. The industry has become integrated both horizontally and vertically. Most books are sold in the many bookstores, but a large part of the industry's turnover is done via book clubs.

Objective

The goal of the course is to give the students an understanding of how the book industry works, and also to give the students the ability to analyze problems in the industry. After completed studies, the students should be able to function as marketers or leaders in the book industry, or as competent representatives for the industry's collaborators.

Prerequisites

There are no claims for special requirements.

Compulsory reading

Books:

Andreassen, Trond. 2006. Bok-Norge : en litteratursosiologisk oversikt. 3.utg. Oslo : Universitetsforlaget. Utvalgte sider

Collection of articles:

Figenschou, Anitra (red.). 2008. Artikkelsamling: KLS 2500 Kulturbransjekunnskap I - Bok

Recommended reading

Books:

Clark, Giles and Angus Phillips. 2008. Inside book publishing. 4th ed. New York: Routledge

Other:

Fjeldstad, Anton. 2001. Å sette pris på bøker : om prissystema for bøker i ein del europeiske land. Rapportserien / Norsk kulturråd ; nr 24. Oslo: Norsk kulturråd

Freihow, Halvdan H. 2001. Den edle hensikt – helliger de midlene? En utredning om statens innkjøpsordninger for litteratur. Rapportserien / Norsk kulturråd ; nr 26. Oslo: Norsk kulturråd

Vestheim, Geir. 2001. Ni liv : om legitimitet og overlevingssevne i innkjøpsordningane for ny norsk skjønnlitteratur. Rapportserien / Norsk kulturråd ; nr 25. Oslo: Norsk kulturråd

Course outline

- The publishing house
- The author
- The book agreement
- The purchasing arrangements
- The industry's history
- The book shop
- The book club
- Technological possibilities and challenges
- Organisation in the industry

Computer-based tools

Computer-based tools are not used in this course.

Course structure

The course consists of 36 one hour lessons. Parts of the lectures will be talks from representatives from the industry that will give the students insight to how things actually work in the industry. It is recommended to work with the curriculum literature in groups.

Examination

Individual 2-hour written examination in the middle of the semester - counts 30%. Take-home exam to be prepared over a one-week period, individually or in groups of up to three students - counts 70%.

Examination code(s)

KLS 25002- Individual written examination accounts for 30 % of the grade in KLS 2500 Cultural Industry Studies I - The book Industry, 6 credits

KLS 25003- Take-home exam accounts for 70 % of the grade in KLS 2500 Cultural Industry Studies I - The book Industry, 6 credits.

Examination support materials

No aids allowed for the individual written examination.

Re-sit examination

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course was lectured for the last time autumn 2009. Re-sit examination will be offered every term up to and even spring 2012.

Additional information